

Santa Clara Libertarian

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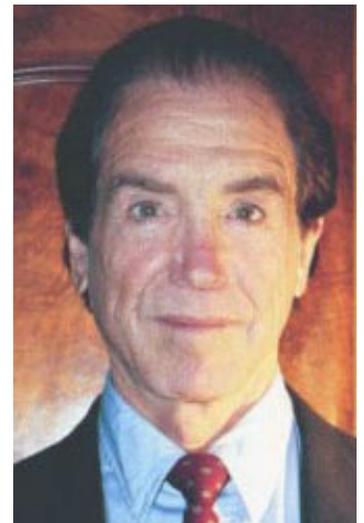


YOU'RE INVITED! COME TO THE ANNUAL MEETING AND VOTE FOR PARTY OFFICERS OR BECOME A STATE DELEGATE OR BOTH

Come hobnob with your fellow freedom fighters on Thursday, January 11th from 8:00 PM to 10:00 PM at the Redwood Room at the Campbell Community Center, Winchester and Campbell.

Ever wanted to be elected as a delegate at a real life political convention? Here's your chance. The Libertarian state convention will be February 16-19, at the Doubletree Hotel in San Jose. This year we'll have twice as many openings to fill as in past years, so it will be easy for you to win a delegate slot if you submit your name.

Equally important, our meeting on Thursday is your chance to help elect local party officers committed to the rapid registrations growth agenda our party must have to win elections in our lifetime. I've been working hard for 3 years to change the focus of the local and state parties from trying futilely to win elections with a grossly inadequate voter base to first trying to find ways to rapidly expand our voter base using the most cost



An invitation from your Y2K Chair, Marv Rudin

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and time effective methods we can create. It's not that we shouldn't run candidates. As a political party we must. It's a matter of where to put the emphasis. With LP registrations currently at under 1% of the electorate, and facing a winner-take-all election system, we have no chance of winning partisan offices. And in fact, even for nonpartisan offices, being a Libertarian will be a handicap until the LP is big enough to commonly affect the outcome of Republicrat races, which is in the range of about ten times our current registrations.

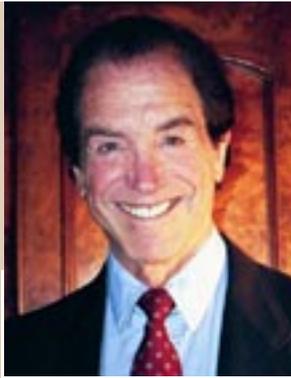
As most readers know by now, I have proposed a growth strategy called "CEGAP", which stands for Cost Effective Growth Action Plan. The gist of CEGAP is to test and measure growth ideas that look like they can get publicity and attract registrations with the least expenditure of members' time and money. Each year it is to be continually refined and updated, working the best ideas, adding new ideas and discarding those with poor results until the growth rate percentage is in the high double digits instead of the typical single digits we've been seeing except last year, when it was 13.6%. Cegap includes election campaigns activities as worthwhile only if they are cost and time effective.

I'd like to see this growth oriented program continued and expanded and not have the local party fall back into its old pattern, which I call "VRP" for Vanity and Recreational Politics, of token levels of outreach, hardly any publicity, and a few names on the ballot at election time. I can't afford the time and energy to be chair anymore, but I'd be happy to support and make available to anyone interested in forging ahead with the CEGAP philosophy, the knowledge and understanding of the party and its many opportunities for cost-effective growth and publicity that I've acquired over the past 4 years.

Please come to the meeting and run for office to continue this policy, or at least to ask the officer candidates if they are committed to rapid annual registrations growth of 20% or more, and to ask them how they propose to accomplish it.

If you would like to attend, and need directions or encouragement call me at (408) 736-5626. I hope to see you there! Please look me up and say hello... ■

Libertarian Party of
Santa Clara County
[New address to be
determined by new
Excom after elections.]
Tel: (408) 243-2711
<http://www.sc.ca.lp.org>



Chair's Column

by Marv Rudin, LPSCC Chair

In my final column as chair a look back at what has been accomplished in

4 years as Publicity Chair (1) & Chair (3) ...

ORGANIZATION & INTERNAL ACTIVITIES

Vice Chair assumed job of running business meetings.
Created LPSCC Speakers Bureau.
Sanborn Picnic & Octoberfest.
Got 25 formerly inactive LPers to man our County Fair booth
Regular full color paper and online newsletter.
Creation of written plan for LPSCC supported by a slate.

ADMINISTRATION & FINANCIAL:

Saved \$5000 per year by eliminating office lease payments.
Saved \$3000/yr by printed newsletter quarterly.
Saved Officers time by using email virtual meetings.
Day and night human answering of party's phone line.

GROWTH:

Registrations and registrations growth rate at record highs.
Number of candidates for public office reached record high.

PUBLICITY & OUTREACH

Besides invited candidate appearances at election time:
On KQED - Michael Krasney's Forum with Michael Moore.
First full headline with "Libertarian" in Mercury News.
First two articles describing LP in community paper.
First article about election of LP chair in community paper.
Developed DMV and Mkt-mall outreach programs
Consistent response mailers sent to inquirers.
Twice County Fair booth manned by 2 reps for 10 straight days.
Got Gail Lightfoot 1 hour on KSFO - Brian Wilson Show.
Got more members to use bumper stickers.
Way to put LIFE or OE cards on cars was developed & tested.
Way to distribute OE cards with SCL newsletter was developed.
Editorial - privatizing public works in Engineering News Record.
Libertarian bannerGay Pride Festival march on KNTV.
18 months hosting Libertarian Night on KSJS Naked Radio.
Operation Politically Homeless tabling at De Anza & Foothill.
Many LTEs with word "Libertarian", especially before elections.
Article in Silicon Valley Taxpayers newsletter.
5 min talk at NRA MC meeting got 25% to register LP.

THOSE RESPONSIBLE

Last year, the Libertarian Party of Santa Clara County was kept alive and growing by a small but dedicated percentage of the membership. I'd like to single out for special praise and thanks the following individuals and class of individuals (candidates) in no particular order. If I've overlooked anyone please forgive me.

For your contributions in Y2K MANY THANKS TO.....

All Candidates for public office: for making the LP the leading minor party in number of members on the ballot.

Jascha Lee: for creating a tremendous advancement in the SCL newsletter, first in publication regularity, then elimination of the need for volunteers to prep it, then in mastering the bulk mail process, then introduction of quarterly printing to save funds, and finally, initiation of full color quality printing. It's been a metamorphosis in publication ease and quality. In addition his acquisition of the Tektronik printer has given the LPSCC a much needed means of economical short run full color printing of flyers and cards.

Katherine Albrecht: for managing to create and produce the Sanborn Park Picnic and Octoberfest events - bigger internal party social and promotional activities than ever before.

Dana Albrecht: for getting the highest partisan vote percentage, and doing regular outreach at gun shows and NRA meetings.

Don Cormier: for doing several days of outreach at the Mt. View and Santa Clara DMVs.

Roger Ver: for numerous contributions, including mailers to all inquirers, gun shows outreach, free T-shirts for registration (on his funds), and registering many new people who signed his candidate petition.

Allen Rice: for providing and delivering yard signs to anyone who'd ask during the last election.

Joel Johnson: for setting up a robust Libertarian club at San Jose State - the first LPSCC sponsored campus group.

Jon Hugdahl: for keeping finances in order, getting more income from the reserve fund, and arranging a bigger room for meetings.

Bill Carr: for relieving me of the chore of running business meetings, and for his inspiring speeches.

Rose Wiegley: for managing the Speakers Bureau, recruiting a roster of speakers, holding and MCing regular Speakers Meetings, soliciting speaking opportunities, appearing at the JSA meeting, and creating an LP speakers web site, Lpspeakers.org.

Ray Strong: for recruiting and guiding the largest slate of candidates in LPSCC history.

Joe Dehn: for continuing to provide and webmaster the LPSCC web site.

Mark Werlwas: For getting the 2nd highest percentage of partisan votes, and getting good publicity for his DMV privatization proposal.

David Scott: for translating the SCL newsletter to html and text formats for our web site, and for creating a very convenient and much used elections resource - a state and local propositions web site on lpty.org.

John Strong: for shooting 100 pictures at the picnic, and for passing out hundreds of OE cards.

Dan Weisberg: for helping establish market-malls card passing on week ends as a simple & convenient method of outreach.

VOLUNTEERS JEFF LANDAUER AND DEBRA KITA HELP LIGHTFOOT & JOINT-LPSCC/LPSMC CANDIDATES APPEAR AT STANFORD AND WEST VALLEY ON SAME DAY

Reported by Marv Rudin

The LPC web site's volunteer sign up form began to pay off late in this election cycle, when your reporter called two of the three names sent me from the site by LPC Director Juan Ros in late October. Usually it is difficult to find volunteers to sit booths and tables during work days. Fortuitously, two of the three called - Jeff Landauer and Debra Kita, were able to help on Monday, October 30th when political day at both West Valley College in Saratoga and Stanford University were being held. Landauer, who is a self employed game software contractor, and Kita, who was not yet employed after arriving 3 months ago from Oregon when her Libertarian husband Francis took a job here, were willing to sit our tables and pass out literature at the two schools to free candidates Gail



Gail Lightfoot and Jeff Landauer at West Valley hosting interested student



Bob Green and Debra Kita at Stanford outreach table

Lightfoot and Jack Hickey to drive between and speak at both schools. It was doubly gratifying considering that neither has had any experience representing the party, yet they were brave enough to give it a try. Moreover, Jeff made an added vital contribution by picking up needed handout materials for the two events. Kudos to Jeff and Debra for helping the cause!

An appreciative Jack Hickey, San Mateo County LP chair said "It was an unprecedented coordination of efforts by the LP's of San Mateo County and Santa Clara County, that assured these two political events in the Silicon Valley were well represented by the Libertarian Party.

Gail Lightfoot, who's heroic efforts to campaign statewide are well known, traveled to my home and spent the night prior to the candidate events. Volunteers from Santa Clara helped man the tables at both events. Joe Dehn was at the Stanford event, as was Howard Van Jepmond and Bob Green (candidates for SMC Board of Education). Gail and I both had an opportunity to speak at West Valley College, and proceeded to the Stanford campus for that event. My thanks to the volunteers and candidates who made this a success." ■



Candidates Gail Lightfoot and Joe Dehn (standing), Howard Von Jepmond, Jack Hickey, and Bob Green (seated) at Stanford

On October 18th I was interviewed by a young reporter for the Sunnyvale Sun, based on a news release I sent them in July about Gail Lightfoot's visit to our July CC meeting. Three months later it resulted in some great press for the LP party and its principles. Hindin was amazingly accurate (he said he used no recorder) with one exception - he writes that 90,000 LPers are in SC county (should have said in CA. The Sunnyvale Sun goes to about 20,000 homes with about 60,000 adult readers.

SUNNYVALE SUN October 18, 2000 Sunnyvale, California *Since 1994*

Voting for the Other Guy

Libertarian Party seeks to increase support in city

By Daniel Hindin

While most voters in Sunnyvale and the rest of Santa Clara County try to decide between George W. Bush and Al Gore as their choice for president in the next few weeks, an increasing number of local residents are supporting Harry Browne of Tennessee, the Libertarian candidate for president. Santa Clara County has one of the largest Libertarian Party contingencies in the country, and their membership is steadily growing.

While many Americans might find their beliefs nontraditional, Marvin Rudin, chairman of the Libertarian Party of Santa Clara County, says Libertarian beliefs have been around for a long time. "Our founding fathers were basically Libertarian," he says. "Many Americans are naturally Libertarian—they just don't know it under that name. Libertarians are for upholding the Constitution. Democrats and Republicans—or Republicrats as we call them because they're basically the same thing—interpret the Constitution beyond what it actually says."

Rudin describes some of the basic Libertarian tenants: "We support the social freedom of the Democratic Party and the economic freedom of the Republican Party. We want to eliminate government repression. We believe in freedoms in gambling, sex and drugs. We would also like to cut the national budget by 70 to 80 percent. We would eliminate Social Security and income taxes because if you shrunk the government, you wouldn't need income tax."

Santa Clara County is the second most popular county in the country for Libertarians. According to Rudin, there are 95,000 registered Libertarians in the county. Furthermore, he says the number of registered Libertarian voters in California has increased by 10 percent every year and their paid membership has increased 300 percent since 1994.

Recently, the Libertarian Party is enjoying a large push of support from the technological world of Silicon Valley.

"We call them Technolibertarians," Rudin says. "I think they give us so much support because they are a more educated class on average. The average IQ within the Libertarian Party is almost certainly higher than any other party, except maybe the Natural Law Party; they have better reasoning powers."

Yet, even with the support of parts of the tech community, the party's registered membership is still comparatively small. The party hasn't managed to crack the 1 percent barrier in Santa Clara County, even though, according to Rudin, it is one of the largest Libertarian strongholds.

Rudin says their membership is not wholly representative of their actual support, and that many people who are not registered as Libertarians end up voting Libertarian when they get to the polls. However, when the final results come in, the Libertarian vote only encompasses 2 to 5 percent of the population.

"The reason is that the media doesn't give us enough coverage," Rudin explains. "Most journalists are liberal Democrats who don't want to give us any exposure. The media fears our message. They don't fear Buchanan or Nader because they know that they won't be big. They fear us because we're 'half and half'—we take the best parts of both of the major parties and put them together."

Rudin realizes building enough influence nationally is something that will take a long time. He thinks such change needs to start within local communities. "We want to transform local government," he says. "City council doesn't care about little neighborhoods."

Libertarians also believe the federal government doesn't deserve as much power as it has.

"Each state should make their own laws," Rudin says, "That way people can vote with their feet. If people don't like the laws in their state, they can just move to another state. If a state finds that they're losing a lot of their population, the state officials will know that they need to change something."

"What our beliefs come down to in the end," Rudin concludes, "is that, as our presidential candidate Harry Browne says, 'we want people to be free to spend their money and live their lives as they decide.'"

Officers:

Chairman	Marv Rudin	(408) 736-5626	rudin@lpty.org
Vice Chairman	Bill Carr	(408) 507-2300	william_r_carr@yahoo.com
Secretary	James Aven	(408) 436-7992	james@AvenEstate.com
Treasurer	Jon Hugdahl	(650) 965-3744	jon@NoMoreTax.com
Membership	Roger Ver	(408) 313-1853	roger_ver@hotmail.com
Campaign	Ray Strong	(408) 268-8466	hrstrong@hotmail.com
Publicity	Bill Chew	(408) 999-0725	naosgood@hooked.net
Fundraising	Frank Groffie	(408) 935-9652	fgroffie@aol.com
Activities	Dana Albrecht	(408) 292-4880	orfeo@morality.virtue.org
Newsletter	Jascha Lee	(831) 471-2551	jascha@sebastian.com
State ExCom Rep	Jascha Lee	(831) 471-2551	jascha@sebastian.com
Alt ExCom Rep	Joe Dehn	(650) 4858-1842	jwd3@dehnbase.org
Judicial Committee	Paul Rako	Richard Relph	Allen Rice
	paul@rako.com	richard@netgate.net	puffed3@aol.com

Editor's Note:

By mutual agreement between Chair and Newsletter Chair, the Chair has edited electronic editions in Aug., Sept., Nov., Jan., and Newsletter Chair will edit paper editions in Oct. and Dec. This will be my last stint as editor unless I'm nominated and elected Newsletter Chair this year.

Had a successful outreach experience? Write about it to the editor!
 scl@lpty.org

651 Princeton Drive, Sunnyvale, CA 94087

For further information, call (408) 736-5626. Or see our web page at <http://www.sc.ca.lp.org>.
 This is the publication of the Libertarian Party of Santa Clara County, a non-profit political organization.

THE LIBERTARIAN PARTY



of Santa Clara County

663 South Bernardo Avenue, PMB 107, Sunnyvale CA 94087

Please Print:

Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ E-mail: _____

The Libertarian Party is the party of principle. To assure and affirm that our party never strays from its principles, we request our members to sign the pledge below. (Non-signers cannot vote on party business).

I hereby certify that I do not believe in or advocate the initiation of force as a means of achieving political or social goals.

Signature: _____

Membership Application

- \$25 Basic
- \$100 Sustaining
- \$250 Sponsor
- \$500 Patron
- \$1000 Life

Plus an additional contribution to the LPSCC:

- Monthly pledge
- One-time donation

Total:

Payment Method:

Check payable to:
Libertarian Party of Santa Clara County

VISA or MasterCard (circle one)

Credit Card #: _____

Expiration Date: _____

Cardholder Name: _____

Signature: _____

Libertarian Party of California
State Central Committee
Libertarian Party of Santa Clara County
663 South Bernardo Avenue, # 107,
Sunnyvale, CA 94087

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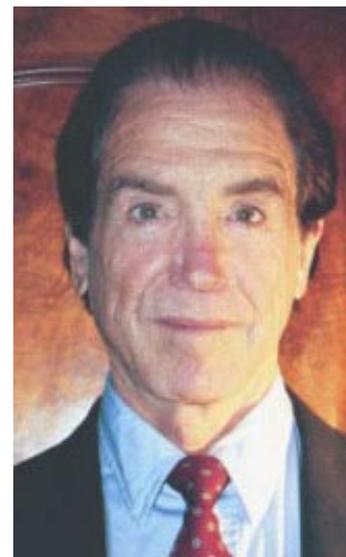
TO LOCAL PARTY OFFICERS & STATE CONVENTION DELEGATE ELECTIONS MEETING

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**Personal invitation from
the chair**

at